CANADIAN MOVING PICTURE DIGEST

CHRISTMAS NUMBER

Vol. 22, No. 34 TORONTO 2, CANADA December 20th, 1930

They asked for another Charlie Chaplin—*and now they've got one*

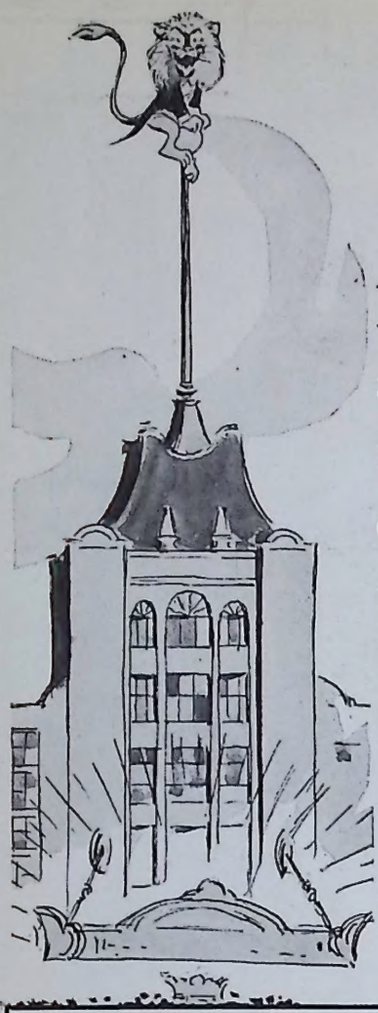
Merit never fails to win out. The public has been quick to recognize the amazing comic and dramatic qualities of Marie Dressler. Here is one of the outstanding screen artists of all time. You've seen "Caught Short" and "Min and Bill." But wait till you see Miss Dressler with Polly Moran in "Reducing." Take your hat off to genius.

METRO-GOLDWYN-MAYER

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2



THE TOP-OF-THE-INDUSTRY SITTER

Fight with City Hall—there's no argument about it. There are a lot of *good* companies in this business but there's only one *great* one—M-G-M. Season in, season out you get the best from the company whose trademark, known to the world, is the lion. Pictures with magnetic personalities, backed by skillful and intensive promotion. Right now you are playing "Min and Bill", the Marie Dressler-Wallace Beery smash. A great picture and the right length for turning over the crowds. But the best is yet to come. Study the box at the left and figure out what you'll do with these sensational attractions already previewed.

En Route to You

MARION DAVIES *in*
The Bachelor Father
with RALPH FORBES; directed by ROBERT Z. LEONARD

GRETA GARBO *in*
Inspiration

with Robert Montgomery, Lewis Stone, Marjorie Rambeau; directed by CLARENCE BROWN.

MARIE DRESSLER *and*
POLLY MORAN *in*

Reducing
with Anita Page, Lucien Littlefield; directed by Charles F Riesner

JOAN CRAWFORD *in*
Paid
with Robert Armstrong, Marie Prevost; directed by Sam Wood. Based on the play "Within the Law" by Bayard Veiller

LAWRENCE TIBBETT
GRACE MOORE *in*

New Moon
with Adolphe Menjou, Roland Young; Book and Lyrics by Oscar Hammerstein 2nd, Frank Mandel and Lawrence Schwab; Music by Sigmund Romberg. Directed by Jack Conway.

METRO-GOLDWYN-MAYER

53 CANADIAN THEATRES

have replaced

their unsatisfactory Sound Equipment

with NORTHERN ELECTRIC

This discarded equipment represents a capital investment loss of some $200,000 which should have been earning dividends.

All the leading Canadian theatres are equipped with Northern Electric Sound System.

Why not do likewise?

RESEARCH PRODUCTS SALES DEPARTMENT

637 CRAIG STREET WEST - MONTREAL

Northern Electric
SOUND SYSTEM
The VOICE *of* ACTION

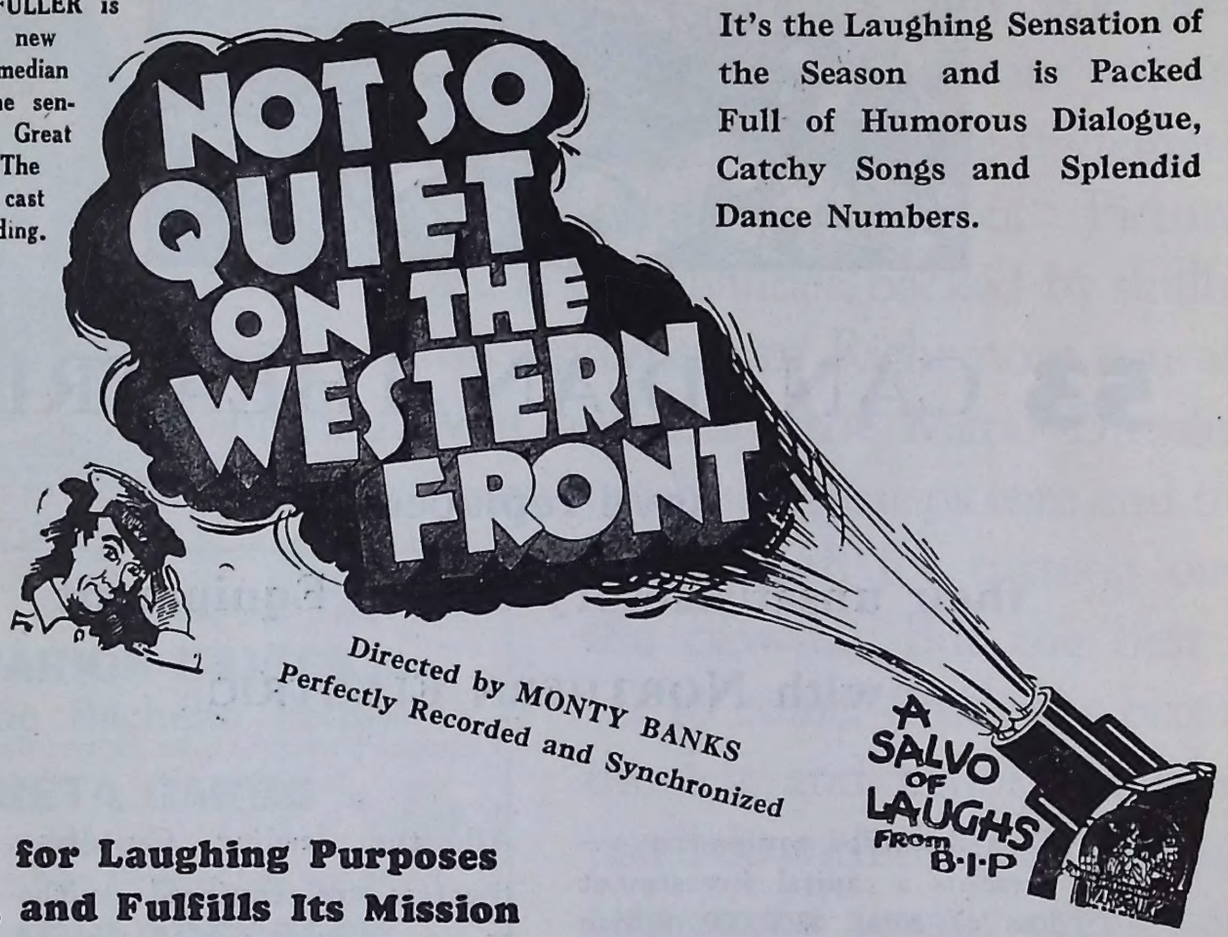
Western Electric in U. S. A.

British International Pictures Limited Presents

Leslie Fuller, Wilfred Temple, Stella Browne

In a Screamingly Funny Musical Burlesque
That Sets a New High Standard in Cinema Art

LESLIE FULLER is England's new screen comedian and is the sensation of Great Britain. The supporting cast is outstanding.



It's the Laughing Sensation of the Season and is Packed Full of Humorous Dialogue, Catchy Songs and Splendid Dance Numbers.

Directed by MONTY BANKS
Perfectly Recorded and Synchronized

Made for Laughing Purposes Only, and Fulfills Its Mission

What a Talkie! What a Laughie!
What a Screamie!

Play It! Exploit It! It Will Pack Your Theatre to Capacity!

It's Another of Those Splendid British Productions being Distributed in Canada by Regal Films Limited.

A Merry Christmas, gentlemen, may all your cares, as Mists of Night, melt away before the Dawn of a New Year.

May Peace and Plenty reign.

May health be yours, and that content which comes to men, who fashion their lives according to that Golden Rule, which serves them well; and in such service, serves their fellow-men.

"No man can serve two masters," it is said, but if your Master is your Soul, well then, my friends, 'tis Master sufficient for any man with which to Clothe his Duties as they should be dressed. Give room for full necessities; and those dear luxuries in which we find the Joy of Living!

No man should less in stature be, than the measurement of his Soul. It is his world, his sun, his moon, the stars, the Universe; and holds the treasury of all the world contains!

"Seek and ye shall find!" Be merry, gentlemen, no man can rob you of Soul-wealth; you hold the key; and though all things shall pass away, your soul eternally shall reign, and come again, and again, with blessings for a Christmas Day.

A Merry Christmas, gentlemen!

Ray Lewis.

RAY PRESENTS

RAY LEWIS

THE MAIL AND EMPIRE editorial, "Crying Need for British Empire Films Here and Abroad," covers the issue which The Digest has been endeavoring to present in connection with the foreign control of Canada's Screen.

It is quite true that England, and other nations were handicapped in the development of a Motion Picture Industry, due to war conditions; and this gave the U. S. Industry the opportunity and time to co-ordinate its Motion Picture Industry, so as to control, not only the U. S. domestic market, but world markets.

GRANTED this handicap, it will not relieve the situation, to refresh our memories with these facts, while the theatres of the Empire, as well as the film trade with these theatres, pass into foreign control; and that is what is gradually occurring.

If an investigation was made in respect to the theatres of Canada, we would discover, through this medium of public contact, one of the reasons for the denationalization processes which are apparent, and deplored in Canada.

Even our most orthodox traders, now concede the potentialities of the film for trading service. It is not only "negative" which is being sold at so much per foot, but every bit of product picturized upon that negative. Millions of dollars worth of manufactured goods, and the trademark of that nation, which, through its Motion Picture product, is being advertised to its advantage.

EACH generation builds up its own civilization; and the mediums of trading, the trade and commerce of that generation is woven into the fabric of its civilization. Trade is inseparable from life, and the civilizing aspects of life.

Trade has followed, as evolutionary a process, in its facilities to trade, as we have in our concepts of trading. The caravans, canoes, sailing vessels, steamboats, train, automobile, aeroplane, are all so recent, so much upon the threshold of our present generation, that we can easily look back upon the miracle of their growth, not omitting, from these mediums of trade transport, the development of the press, for the purpose of presenting the product for which we seek a market.

THERE was an agitation in Canada to discover who controlled the press, and the magazines of Canada, not that the agitators were in quest of information, other than that information which furnished the necessity for Canadian control.

Taking, therefore, into consideration the financial returns of trading in films, and the trade which follows the film, there is also the vital necessity for a continual nationalization process, in view of the fact that we are constantly in the state of making new Canadians of those who have become domiciled here.

WE CANNOT afford to tolerate a condition which represents the foreign control of our Screens, unless we are indifferent to Canada's future. Are we?

The editorial viewpoint of the Mail and Empire is worthy of every Canadian's attention in his consideration of this question of denationalization.

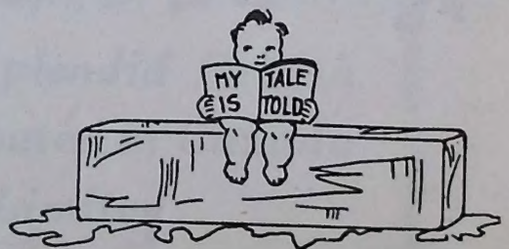
We have no quarrel with any man's country, but we know of no better country than Canada; and we intend to preserve those attributes and ideals which made Canada a nation. Therefore, we cannot, nor dare not lose the power of our Screens to any foreign control.

ASIDE from the importance of the national angle, the establishment of a British Film Industry in Canada presents trade value which gives it a place in the schedules arranged for the promotion of Trade and Commerce. Revenue from film trade has enabled the United States to build up its Industry of Motion Pictures to take its place among the leading industries of its nation.

Wall Street recognizes Motion Pictures as a factor in the financial market, and has allied its Motion Picture interests with some of its most powerful industrial units. England, too, is now awakening financially, and industrially, to the potentialities of Motion Picture trade; and the trade which it assuredly stimulates.

The Wheels of our Economic Independence turn upon the Hub of Trade, for with the cessation of Trade, domestic and international unemployment problems present themselves, the very life of industry and commerce becomes stagnant, unproductive, inactive, with the subsequent demoralizing effect upon the life of the nations involved.

WE HAVE learned from specialists in trade, that the film happens to be a salesman without a peer; and since the great necessity of Canada; and our Empire is Trade and Commerce, why not preserve and build a British Film Industry toward this objective, and for our Service?



Tiffany Productions of Canada Ltd.

To Mr. Exhibitor

Gaumont British Corporation of Canada Ltd.

We Wish You

A Merry Xmas

and

A Happy and Very Prosperous

New Year

During the coming year the above Company will release products that will prove a sensation; and a real tonic for your Box Office. Book and play this product, it will assure your prosperity during 1931.

TIFFANY PRODUCT

Third Alarm
Circus Parade
Aloha Oe
Girl of the Limberlost
Left Over Ladies
The Barbarian
X Marks the Spot (Jas. Whale Prod.)
Moran of the Lady Letty
7 Jas. Cruze Special Prod.
Unpardonable Sin
Extravagance
Caught Cheating
Steel
Drums of Jeopardy
Lasca
The Single Sin
The Beloved Enemy
Keeper of the Bees
Wild Youth
Hi-Jack

WESTERNS

6 Bob Steele Westerns
8 Ken Maynard Westerns

SHORT SUBJECTS

26 1-reel Voice of Hollywood (Stat'n S-T-A-R)
6 2-reel Paul Hurst comedies.
12 2-reel Tiffany Chimp Series — All dialogue monkey comedies.
6 1-reel Musical Fantasies
3 1-reel Forbes Randolph's Kentucky Jubilee Singers
3 2-reel Forbes Randolph's Kentucky Jubilee Singers
6 1-reel Color Symphonies —Technicolor subjects.
6 1-reel Multicolor Subjects—Rolling Stone Series

GAUMONT PRODUCT

Alf's Button
The Great Game
Symphony in Two Flats
Balaclava
Bracelets
Bed and Breakfast
Thread O' Scarlet
Down River
A Warm Corner
A Night in Montmartre
Two To Be Announced

The New Film on Broadway

By BETTY ROSS

"THE BOUDOIR DIPLOMAT" is based on the stage play "The Command to Love," is produced by Universal and directed by Malcolm St. Clair.

A "naughty comedy" with, as one might suspect from the presence of dashing Ian Keith, plenty of the romantic in it.

Already in love, a handsome young military attache in a mythical kingdom, is ordered in the interests of his country, to make love to the wives of influential war ministers that they would assist him, in his patriotic work, by getting the signatures of their duped husbands to important papers.

An unforeseen complication arises, however, when he becomes enmeshed in a torrid alliance with a woman who he learns is the wife of his own superior.

Unaware of the romance flourishing right under his nose, the wronged husband moves a pitiably dignified figure through the story, dominating and scheming.

Mr. Keith is excellent as a talkie acquisition, having the stage-developed grace and bearing that characterizes a Barrymore. Mary Duncan as the war minister's wife is dramatically effective, and blonde Betty Compson, as another wife (Oh, a very jealous one) needs no comment on her skill. She is past-mistress of her art. Lovely Jeanette Loff is the young Romeo's real love and she's worth it. The settings are strikingly beautiful.

* * * *

"REMOTE CONTROL," a Metro-Goldwyn-Mayer production based on the stage play, directed by Malcolm St. Clair and Nick Grinde. Featuring William Haines.

In this tale of the doings in a broadcasting studio, that effervescent spirit, William Haines, is his wise-cracking, clowning self again. As, as usual, where romance is concerned, is the knight that come riding — home with the bacon.

Turning sprightly Bill loose in any film production, is a guarantee of entertainment, for if the situations as provided by author or dialogue writer are not sufficiently brilliant, leave it to Bill to gag and ad lib until the result is a series of roars.

Young Haines is an announcer in a broadcasting studio. A master mind leader of a bunch of bank criminals, operates on the side, as a clairvoyant, in the same studio. His job is to tell women over the air where their mislaid jewels can be found.

Naturally the clowning announcer is a stone in the gullet of the gang leader and he decides to have him wiped out. William is abducted by the villain's henchmen with a view to taking him for the well-known "ride."

How Bill outwits the band, gives the villain his just deserts and makes the girl "his'n" is a treat for young and old. A satire on the "artists" who perform via the microphone, is delectable and the presence of the inimitable Polly Moran helps make this former stage play a sweet morsel for talkie audiences.

But is is a particular joy for those avid followers of films in which their favorite typifier of modern youth, wit and romance, all in the person of Bill Haines, appears.

* * * *

"SLEEPING PARTNERS," a British International Production. From the French comedy by Sascha Guitry. Directed by Seymour Hicks.

Being from the pen of the gifted Sascha Guitry, this French farce is sufficiently risque to make it naughtily attractive.

The setting is in a Paris hotel, with all the atmospheric incidentals. A husband decides to do a little philandering on the side and confides to a friend that he has a clandestine appointment with a charming little stranger. He is overheard by a young barrister staying at the same hotel. Incidentally this barrister has met the wife at a dinner party and been intrigued by her beauty. He seizes this as an opportune moment to advance his own affair with the wife, and is pleasurably anticipative.

The wife has already become suspicious of her husband's infidelity. She therefore lends herself willingly to the lawyer's machinations but only to the extent of smoking an after-dinner cigarette in his apartment. In spite of this innocent intent, consequences develop that justify the Frenchiness of this farce. It's a positive delight.

The program describes the chief characters as She, He and It, in the best Guitry manner. These roles are played respectively by Edna Best, Seymour Hicks and Lyn Harding, each giving a good performance.

Seymour Hicks not only acts one of the principal roles but does a good job of directing this opus and Herbert Waring, Marguerite Allan and David Paget lend the stars very able support.

* * * *

"SEE AMERICA THIRST," a Universal Production, directed by Wm. James Craft. Featuring Harry Langdon.

It's advertised as a picture with "absolutely no sense to it" and lives up to this claim. But that's what makes it so uproarious. We've had a deluge of gangster pictures during the past year and this is an admirable take-off on the lot. It might be termed a burlesque with a vengeance.

Penthouses are arsenals, war is staged in trenches right out in the streets, there are gangland Internationales and well-organized gangland cheers.

Bessie Love, as a cabaret girl, is her usual pleasing self although her part in this picture is comparatively small. She sings one song that will linger in the memory the way Bessie renders it. "Taking the World for a Ride."

A gang of rum runners, returning from somewhere or other with 40,000 ill-gotten dollars, are set upon by hi-jackers and are forced to abandon the money in order to escape with their lives. Into this setting blunder two innocent yokels, pale, wistful little Harry Langdon and the gangling Slim Summerville. Being alone on the scene for a moment, they naturally fall heir to the 40,000 orphans, and then the fun begins.

Along with their fortune they are mistaken by the gangsters for two desperate bandit leaders and from then on the hazards that confront them, makes it very enjoyable — for the audience.

The boys try to live up to their exalted positions with appropriate wardrobes. Harry gives us several interesting lessons in the way the well-dressed man should *not* wear his soup and fish and silk topper.

How the sad-faced little Harry and gawky Slim succeed in vanquishing and wiping out the underworld and restore lovely Bessie to her policeman-sweetheart, sends us home feeling, if not spiritually uplifted, at least the healthier by a few dozen hearty laughs.

"A Deliverer Has Come Unto My People"

This analysis of the Prime Minister of Canada, and interview, by Ray Lewis (Mrs. Joshua Smith), was translated into Yiddish, for publication in The Toronto Hebrew Journal, one of the most important Jewish publications in the Province of Ontario, and with a circulation which covers the Dominion. In presenting it in its English form, your editor does so at the request of several Digest readers, who happened to have read the Journal, and who felt, that since your editor and The Digest, is a unit of our Canadian Picture Industry, our Film Industry here would be interested in the analysis, and the interview with Canada's Prime Minister, who has, upon several occasions, in his forceful manner, stressed the importance of a Canadian National Screen. (Editor)

By RAY LEWIS

THE RT. HON R. B. BENNETT
Prime Minister of Canada.

"MAY I come and see you, Mr. Prime Minister?"

Surely this is an unceremonious way of seeking an interview with the Prime Minister of Canada, but the adage, "Nothing ventured, nothing won," was again demonstrated, as the adventure of interviewing the Hon. Richard Bedford Bennett, Prime Minister of Canada, was begun.

My first impression was that here is a man equipped by personal appearance to hold an exalted place in public life. Six feet, perhaps a plus to be added to his height, is a goodly proportion of flesh and bone with which to hold dominion over the affairs of men, and that of a nation, but what impressed me intuitively was the statesmanship dignity with which the Prime Minister was stamped.

IF ONE could be permitted to rob a poetical tribute to womankind, transposing the lines, "She looks a goddess and she moves a queen," to fit one not made in the image of our "weaker sex," one would say, "He moves a King."

The Rt. Hon. R. B. Bennett has a gracious personality, a charm of manner which disarms a disposition to become self-conscious, or conscious of the office of Prime Minister when in his presence. He seeks to make his visitor feel poised, so that his visitor may have the full advantage of presenting a petition, or request, at their best.

THE Rt. Honorable R. B. Bennett has a judicial air, which recalls to mind a picture of King Solomon, who in his judgeship, tempered justice with mercy; and a wisdom garnered through observation and experience, a knowledge derived through an intimate contact, and participation in public life. The judgments of our Prime Minister will be found to come from within himself, not because things have always been judged in accordance with a rule, but will be pronounced according to the spirit of the "written word," and because the Prime Minister has facts and knowledge to substantiate any decision which he arrives at.

MEN would say that the Prime Minister has a strong face, but women would pronounce it dependable, and very good-looking. If one desired to become analytical, to emphasize important features which make up the personal appearance of the Prime Minister, there would be this critical observation to record, that the forehead has height and breadth, denoting a ruggedness of thought, and an ability to think in administrative terms. The formation at the top of the head is reverent and idealistic; and surprisingly free from the sense of "Ego," which pyramids the head formation, of some public men, revealing a self-esteem, to an autocratic degree in the greatness of their own personality. The head of the present Prime Minister is markedly free from such an indicator. His eminence has been achieved through a succession of victories over obstacles; and though it has been said;

"Kings climb to eminence
Over men's graves,
So this man's eye is dim,
Throw the earth over him."

This has not been the method which the Prime Minister has employed.

THE Rt. Hon. R. B. Bennett brings to mind that simplicity which is associated with the character of Abraham Lincoln. He wears the cloak of office with a graceful and becoming humility, realizing that many men served to make the greatness of even an Alexander the Great. And although a leader of men is selected to lead, because of his ability to so serve, his service is the measure of the vision of his country which makes the selection.

But to revert again to the markings of the forehead, herein is not discerned the Prime Minister's degree of power. It is in his eyes, in the ledge of eyebrows, and bony structure which shield and shade them, that one beholds the centralization of his virility of thought. Here is perception, and the analytical power of divining persons, sensing situations, the cause and need of legislative measures; and the adding machine which sums up the result of these various and diverse motivations. The nose is straight, a good size, but more idealistic than aggressive. It is not the nose of a fighter, but more the nose of an idealist. The fighting spirit of our Prime Minister, which won a premiership from an established government, is found in the formation of the lips, which are marked with an ascetic outline, but purse into a protruding significance, a tenacious determination, the muscles becoming taut, tense in their co-operation to eliminate obstacles, and solve the problems with which the Prime Minister is, for the moment, concerned.

The chin denotes a disposition to be generous, but there is a squareness, about the jaw, which keeps this

(Continued on Page 10)

"A Deliverer Has Come Unto My People"

(Continued from Page 9)

inclination in harness, balancing strength with gentleness, that the judgments may not be too stern, nor too kind.

IF the eyes are the windows of the soul, then these windows reveal green pastures, vistas of the soul of our Prime Minsiter, cradled in the faith of the Holy Bible, in the traditions which have become one with British traditions, and made us lovers, guardians, and custodians of our Dominion and Empire.

The fact that the Prime Minister of Canada does not smoke, nor drink alcoholic beverages, does not make the Rt. Hon. Richard Bedford Bennett the better man, but it is interesting to observe that, unrelated to the majority of men in this kinship of mild vices, he is still a man's man, and the best company in the world to those men who are distinguished by his association, his friendship, and his comradeship. Few men have a keener sense of humour; and a disposition to be amused on occasion. The art of being able to laugh heartily is one of the Prime Minister's assets, as is also his disposition to be sympathetic.

HE is a lover of books, memoirs, biographies, poetry, and fiction, ponderous volumes of philosophy. My impression is that he considers the Holy Bible the book of books. It is from this written word that many quotations come, and it is from the Bible that he has learned to judge and live humanely among his fellowmen. His sense of the beautiful, as expressed in Grecian culture, manifests itself with a consistent steadfastness in his admiration of objects of art, the beauty of craftsmanship, and as exemplified in human character.

One would surmise that he forms his friendships impulsively ;and this surmise is correct, for to a query on this point, the Prime Minister said, "Yes, I like you, or I do not, but this disposition does not make me indifferent to your request, but is the judgment I follow in the formation of my friendships."

ONE would further conjecture that the Rt. Hon. R. B. Bennett has a capacity for friendship and loyalty, and that is the reason he promises slowly, but fulfills so quickly. No former Prime Minister has, with such a rapidity of action, fulfilled the promises made by him during an election campaign for office. The Rt. Hon. R. B. Bennett promised to call a special session of Parliament to consider the problems of unemployment, should he be elected to govern the people of Canada, and following his election, immediately, despite the fact that he was destined to attend the Imperial Economic Conference in London, despite a political campaign through summer months of intense heat, months in which he covered the Dominion of Canada in a campaign, of personal talks and a contact with the people whom he, as a leader of his party, sought to represent, he called this parliament.

THIS gesture of keeping political promises takes the sting out of politics, and establishes a precedent in political office which will add a glory, not only to the Conservative Government, but to the Dominion. Here is an exemplification of "clean politics," with which our Dominion and our people have been blessed. Here is an inspiration for a faith in the government which should remain steadfast, an inspiring standard for public leaders and politicians; and an inducement for "big men" to ally themselves with the Government of our Dominion! "Surely a Daniel has come to judgment."

It is not surprising then that this lover of Scriptures, of humanity, should express his virtues free from any racial bigotries, or limitations. That this splendid Christian, should sense the splendour in that race which gave us The Old and New Testaments, upon which we fashioned the ethics of our civilization, its divinity and humanities.

THE Prime Minister has not only a tolerant attitude toward the Jewish people, but his analysis of this race is tinctured by a friendliness of disposition. Under his jurisdiction, there will be a desire to cultivate those qualities in the Jewish people which made them "a chosen race," when ordained to spread the gospel of The One God. No Jew, because he is a Jew, will be singled out for oppression, during the administration of our Prime Minister. Nor will any other race suffer through a destiny of birth which would tend to draw a boundary between them and other Canadians.

The Jew will take his place among the other people of our Dominion, classified with them as Canadians, for the Prime Minister has said it, out of his own mouth have the words gone forth, words of comfort, words of inspiration, words which are like unto swords, flaming swords, to defend, but not bar the heavenly gates of a full citizenship to those, who are accepted within those gates, and who pledge themselves in spirit, and in deed, to uphold the principles of a loyalty to Canada, and to our King.

THE Jews of Canada can now look upon the Prime Minister as a new Messiah of Canadian citizenship, a saviour from anti-Semitism, for he who rules has the power of his office; and men pattern themselves after the manner of their leader.

I asked the Prime Minister what was his favorite psalm; and my heart grew glad within me, my spirit sang in exaltation, as the Prime Minister repeated:

"The Lord is my shepherd, I shall not want,
He maketh me to lie down in green pastures: he leadeth me beside the still waters.
He restoreth my soul: he leadeth me in the paths of righteousness for his name's sake.
Yea, though I walk through the valley of the shadow of death, I will fear no evil: for thou art with me; thy rod and thy staff they comfort me.
Thou preparest a table before me in the presence of mine enemies: thou anointest my head with oil; my cup runneth over.
Surely goodness and mercy shall follow me all the days of my life: and I will dwell in the house of the Lord forever."

Greatest Advance Since Sound Pictures Developed

What is claimed by acoustical engineers and motion picture men, to be the greatest advance in Sound Picture Production since the actual development of Sound Pictures by scientists of the Bell Telephone Laboratories in 1926, is a new process of noiseless recording which entirely eliminates all the scratchy, hissing sounds which have hitherto characterized even the finest Sound and Talking Pictures, and brings out the faintest whisper clear-cut and distinct — just like taking the static out of radio.

The result of this new process, almost as revolutionary as the introduction of Sound Pictures themselves, and developed in a splendid branch of the Bell System Laboratories established in the heart of the film world at Hollywood, was demonstrated in the private screening room of the Paramount Famous Lasky Corporation on Monkland Blvd., last night before a select gathering of motion picture men and engineers of the Northern Electric Company Limited, when an advance showing of the new Paramount picture, "The Right To Have," was arranged by Mr. English, Manager of the Paramount Pictures in Montreal.

Observations

By The Editor

ABOUT forty-five theatres, belonging to the Exhibitors Co-operative, gave a Benefit Performance on Tuesday, December 23rd, for the Unemployed.

* * * *

THERE was a splendid advertising campaign introduced to put this benefit over, the exhibitors using one sheets, slides, and plenty of newspaper space, the latter having been secured by your Editor, who was on this Benefit Theatre Committee, from the Toronto Daily Star, and The Telegram.

* * * *

BOTH these newspapers gave the Benefit Performance for the Unemployed a generous donation of space. Mr. "Joe" Atkinson, President of the Toronto Daily Star, is one of the trustees, who is to take care of the Trust Fund for disbursement to the Unemployed.

* * * *

THE Exhibitors Co-operative is to be congratulated on the public spirit of this Benefit inspiration, it is but another instance of the humane instincts which motivate the theatrical, or show people of the world.

* * * *

ON Thursday, January 8th, Loew's will give a Midnight Show for the Benefit of the Unemployed, under the distinguished patronage of the Hon. G. Howard Ferguson, High Commissioner for Canada, and under the auspices of the Disraeli Canadian Club, of which club your Editor is the founder. Again the Toronto Daily Star and The Telegram, together with the Mail and Empire, and The Globe, will co-operate in giving this Benefit Performance its necessary publicity.

* * * *

THE Ruddy Sign Company is donating fifty billboards, and Mr. Fred Johnston of the W. S. Johnson & Co., Printers, is donating the necessary printing. The Johnston Printing Company, and the Ruddy Sign Company have never refused to "give their bit" to any philanthropic, or charitable enterprise, with which your Editor has been connected; and may your Editor here take this opportunity of thanking these companies, for the generosity of their gift; and their humanity.

* * * *

NICHOLAS SCHENCK, President of Loew's Theatre Enterprises, through the resident manager in Toronto, Jules Bernstein, is also presenting a substantial share of what profits may accrue from Loew's Midnight Show, Thursday, January 8th, for the Unemployed, for Mr. Schenck is donating the theatre, free of any charges, and you who run shows, and know its costs. are able to estimate the generosity of this gift. The entire proceeds will go to the unemployed.

* * * *

THE DIGEST does not have to cite the philanthropy of Nicholas Schenck, nor the fact that over thirty people, in unfortunate circumstances, receive not only their daily bread, but bread and butter from "good old Nick," not so old, but very good.

* * * *

AND since it has been said that "the apple does not fall far from the tree," "Bernie," who hated to leave Toronto, even to be promoted; and came back to the city which made him a good Canadian for nearly twenty-five years, this same "Bernie" in addition, Canadian by marriage, and through the fact that he is the proud father of a Canadian-born son, plays a leading part in the Community Welfare of Toronto!

* * * *

AND while we are on the subject of welfare, we must not forget to stress the active participation in community interests with which the Exhibitors Co-operative, allies itself.

* * * *

LOEW'S Midnight Benefit Show will present an all-British feature bill, through the courtesy and generosity of Mr. John Maxwell, President of the British International Pictures, and Maurice Arthur Dent, the Managing Director.

* * * *

REGAL FILMS is distributing British International throughout Canada, and Mr. Henry Nathanson, cooperated with your Editor in securing the outstanding feature, "The Middle Watch," for the Loew's Midnight Show for the Unemployed!

* * * *

"THE MIDDLE WATCH" was selected for the British Gala Performance in London, when this Film Event of British importance was presented in conjunction with the Imperial Economic Conference; and England's outstanding and distinguished statesmen, and citizenship attended the performance at the New Victoria Theatre, the Gaumont British theatre loaned for the occasion, by this company.

* * * *

"THE MIDDLE WATCH" had the distinction of being presented to the Rt. Hon. R. B. Bennett, and other distinguished Prime Ministers of the visiting Dominions to the Imperial Economic Conference, London.

* * * *

"THE MIDDLE WATCH" comes to Loew's for the Midnight Benefit Performance directly following its run at the Roxy Theatre, New York.

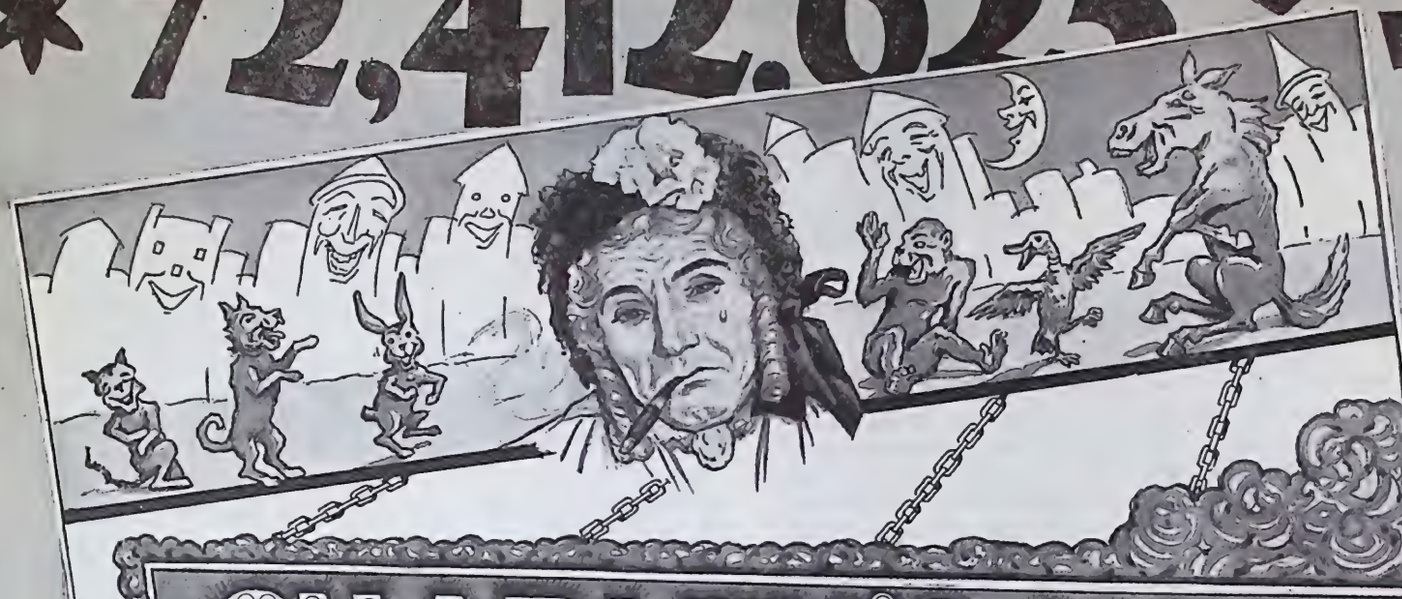
* * * *

IN addition to "The Middle Watch," the program will present "The Glasgow Choral Cameos," with eighty voices singing the gem songs of Scotland, under the conductorship of Dr. John Robertson; and two other short subject features, "Hats Off," one of the most perfect short subjects your editor has ever seen; and "The Jolly Farmers," with an excellent male quartet, and scenes in an old English inn; and of the English countryside, which are bound to make a hit in Canada, in fact, wherever they are shown.

* * * *

IT'S a big British feature bill; and your Editor takes this opportunity of most warmly and sincerely thanking British International and Regal Films for their splendid contribution to this Benefit Performance which the Disraeli Canadian Club has fostered!

*72,412,625 • FAN WATC

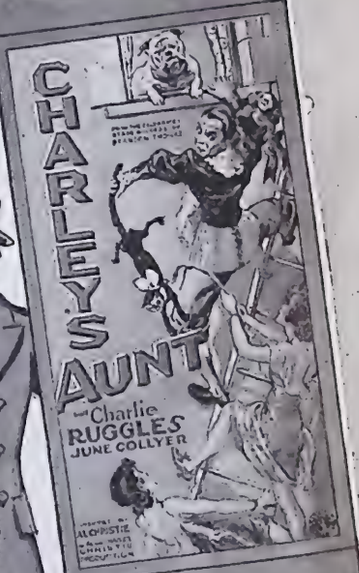


CHARLEY'S AUNT

Featuring CHARLIE RUGGLES

THEATRE

You'll **LAUGH** as you never **LAUGHED** before



FROM BRAZIL— WHERE THE NUTS COME FROM!

*The magazines in which this advertisement will appear have a combined circulation of 14,482,525. On the accepted ratio of five readers to each copy, this represents a reader circulation of 72,412,625.

A COLUMBIA PICTURE

PRODUCED by CHRISTIE

ASK YOUR THEATRE WHEN CHARLEY'S AUNT WILL BE SHOWN

WILL FOR CHARLEY'S AUNT

is
SEMENT
PPEAR

SE
ZINES

THE readers of these magazines represent 90% of the vast army of fans who regularly patronize motion picture theatres.

Every one of them is going to see "Charley's Aunt". Will they see it in your theatre?

Climb on the bandwagon with the thousands of other Columbia exhibitors who will collect on this advertising at the box office.

s one of a series of nsive national ad- ising campaigns will send big busi- direct to Columbia men.

BOOK IT NOW!

the World's Greatest Mirthquake!

Columbia Pictures Launches Tremendous Advertising Campaign

ONE of the most elaborate advertising campaigns ever planned in the Industry, involving expenditure of $100,000 and prepared especially for the fan public will be launched by Columbia Pictures at the end of December.

Leading national and fan magazines are included in this pretentious program, which proposes to make the entire country intimately acquainted with Columbia product and to offer all exhibitors showing the company's pictures the most direct and intensive co-operation yet attempted. This program is a further and more tangible evidence of Columbia's determination to render to the exhibitor the best sort of assistance in putting Columbia pictures across to the public.

A UNIQUE plan has been adopted for the campaign. Instead of devoting the space to institutional copy, the advertising will be confined to individual productions on the company's program, so that each picture may be built up as a separate unit. Thus Columbia will work in conjunction with exhibitors showing its product by selling it directly to the fan and building patronage for theatres throughout the country.

THE FIRST of the Columbia Giants to be thus exploited will be "Charley's Aunt," an adaptation of the famous Brandon Thomas farce, featuring Charlie Ruggles, June Collyer, with Rodney McLennan, Hugh Williams, Phillips Smalley, Wilson Benge, Flora Le Breton, Flora Sheffield, Doris Lloyd, and Halliwell Hobbes, under the direction of Al Christie.

A similar campaign will be used for the other outstanding productions on the company's current program.

Perkins Electric in New Quarters

The Toronto Branch of Perkins Electric Company, Limited, are now in their new quarters in the Film Exchange Building, 277 Victoria Street, Toronto, where they occupy 2,000 square feet in their sales room and offices and 4,500 square feet in their warehouse and mechanical shop. The Perkins Toronto sales room is separated from the main entrance of the Film Exchange Building by two large show windows. The displays of latest type theatre equipment and electric supplies are causing much comment from exhibitors.

The Perkins sales room and mechanical shop are furnished with the latest aids to selling and reconditioning theatre equipment. Mr. Geo. F. Perkins now operates a branch in Toronto which makes good his promise to Canadian exhibitors to give them the finest equipped Motion Picture Supply Store in the world, and both he and the Canadian Exhibitor have cause to be proud of the Toronto Branch of Perkins Electric Company, Limited.

White States Famous Players Investigation "Appalling Job"

Peter White, K. C., Commissioner on the Government Investigation of Famous Players Canadian Corporation, states that while the probe is still in its infancy, 2,400 pages of written evidence have been accumulated, and 670 exhibits are on file.

According to Mr. White this probe is an "appalling job." So far the investigation has dealt only with the affairs of Famous Players Canadian Corporation, and there are still 58 subsidiary companies, and 121 theatres to be investigated.

Mr. White states that it has not been decided as yet whether the press will be allowed to attend the sittings.

NAT TAYLOR

Nat Taylor, of the Exhibitors Co-operative Limited, has become associated in partnership with L. Herman, and will carry on a general practice of law under the name of "Herman and Taylor." Their offices are located in the Hermant Building, 21 Dundas Square, Toronto.

FOR SALE

200 Folding Theatre Chairs.

FRANKEL BROS. LIMITED,

EASTERN AVE. - TORONTO

Phone GLadstone 4631

COMPLIMENTS OF THE SEASON

FROM AN ADMIRER

OF

RAY LEWIS

FOR SALE

Two Powers 6A Machines in good running order, stands and film magazines compleet with Simplex Mazda Lamp houses with lens and 25 or 60 cycle transformer or carbon lamp houses. Everything complete for $250.00.

Apply REENVILLE THEATRE,

BOX 218 - WALKERTON, ONTARIO

A NEW ONE-REELER THAT IS MAKING A BROBDINGNAGIAN HIT

(No. 708 Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation)

IF YOU DON'T KNOW WHAT BROBDINGNAGIAN MEANS, YOU'VE GOT nothing on me. I didn't know either until I found it in a letter from Will Hays' office and looked it up in the dictionary.

I WANTED A WORD TO DESCRIBE SOMETHING THAT IS TOTALLY DIFFERENT from anything you ever saw before in the shape of one-reel novelties.

I COULD HAVE CALLED IT A WOW OR A KNOCKOUT OR A RECORD-BREAKER . . . but you know how it is . . . all these words have been used so much that they're all chafed up.

THEN I GOT THE LETTER FROM THE HAYS OFFICE, AND WHEN I SAW BROBdingnagian I wept for the pure joy of discovery.

HERE WAS THE WORD THAT WOULD DO TO TELL YOU ABOUT OUR NEW one-reeler "Strange as it Seems."

YOU SEE, "STRANGE AS IT SEEMS" IS A ONE-REEL NOVELTY REEL IN FULL Multicolor.

IT IS MADE UP OF THE ODDEST, FREAKIEST, NUTTIEST BITS OF INFORMATION YOU ever heard of and many you never dreamed of.

IT'S ALL ON THE LEVEL—EACH FREAKY PART OF THE REEL IS SUBJECT TO PROOF by John Hix, the man who gathers the nut information.

IT IS INTENSELY INTERESTING.

WELL, WE SLIPPED THIS REEL ONTO THE MARKET WITHOUT SAYING MUCH ABOUT it. The first release created a ripple, the second started a wave and now the darned thing has become a flood.

IT IS BOOKING LIKE MAD IN THE BEST HOUSES IN THE WORLD AND THE audiences simply gush over it.

LOOK IT UP. I TELL YOU IT'S BROBDINGNAGIAN.

IF YOU DON'T KNOW WHAT THAT MEANS, LOOK IT UP. I HAD TO. BUT IF YOU don't own a dictionary, look at the reel instead and then you'll know.

UNIVERSAL WINS 3 FIRST PLACES IN MOTION PICTURE ACADEMY AWARDS

FOX FILM CORPORATION

Extends to All Those Engaged
in the Motion Picture Industry
in Canada,

Cordial Greetings and Wishes

for a

Merry Xmas

and

Happy New Year

Fox Film Corporation

HARLEY L. CLARKE, President.

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

Mail and Empire Presents Strong Plea for British Films

In a recent issue of The Mail and Empire, the importance of the Screen, as a national propaganda medium is stressed; and we take this opportunity of not only republishing the editorial in question, but to compliment the editor of this publication for his vision in this matter.

— EDITOR.

CRYING NEED FOR BRITISH EMPIRE FILMS HERE AND ABROAD

"The report of the Board of Motion Picture Censors for the last fiscal year dwells on the unpleasant information that Canada is still almost entirely dependent upon the United States for its moving pictures. The Canadian stage, as it must now be called, is thus completely controlled from a foreign country. If we had not got used to it, this would be a startling fact—a fact with dangerous consequences in its train. Of about 2,000 films submitted to the Ontario Board of Censors, during the past year, only 17 were British-made, and all of these indicated both the artistic and technical excellence of British production. The advent of talking films seems to have brought a renaissance in British motion picture making. This is explained in part by the fact that the English speaking voice is much preferable to the American speaking voice.

"If we seek the reason for the predominance of American films, it is partly explained by the long start which the United States industry secured while the rest of the nations were at war, and partly by the circumstance that ever since the States grew wealthy by the war the American cinematograph industry has had millions of dollars with which to play for every thousand dollars available for that purpose in Great Britain. But explaining the evil does not explain it away. The American film in Canada and other British countries has a powerful denationalizing influence. In foreign countries, as in British countries, it preaches the gospel of American superiority. It is, moreover, the most effective of advertising agencies—the advertising being paid for, not by those whose goods are adveritsed, but by the audiences before which this advertising is displayed. Mr. Will H. Hays, the great mogul of the American moving picture industry, declares that American films abroad are performing the work of a hundred thousand American salesmen.

"That is the situation. What are we going to do about it? What is Canada going to do about it? What is the British Empire going to do about it? As Mr. J. C. Boylen, chairman of the Ontario board, says: 'With the advent of the talking motion picture, English-speaking countries constitute the greatest film market; and the British Empire is the only unorganized portion of that market. ..... If British production and distribution are ever to be anything more than an ideal, concerted action on the part of the British nations is necessary.' Such action would make the British market so great a factor in the world situation that it would be in a position to bargain with competitors—something no British country is strong enough to do singly. The prime minister of Canada has already given some consideration to the situation, and the new Canadian High Commissioner to Great Britain is an enthusiast for British films. It may be that between them they will be able to contribute materially towards the development and distribution of British pictures and talkies, not only in Canada, but throughout the Empire and in foreign countries."

Toronto Theatres

LOEW'S — Manager Jules Bernstein — John Mack Brown in Metro-Goldwyn-Mayer's western thriller, "Billy the Kid." The rather unusual story of an outlaw who wanted to see justice reign. John Mack Brown does about the best work he has ever accomplished. Wallace Beery, as the Sheriff friend of Billy the Kid, does some very convincing acting. There are some very good scenic views of Arizona that are well worth seeing.

UPTOWN—Manager Tom Daley—"The Dancers," a Fox production starring Lois Moran, as a dance hall girl, who falls in love with Phillip Holmes, a foreman of a Canadian lumber camp. The picture is a slow moving one, although it is full of human interest from start to finish. Miss Moran does a very fine piece of acting, and holds the interest throughout the picture.

TIVOLI — Manager Jimmy Lynch — A Gaumont-British musical and dialogue production, "Alf's Button," featuring two prominent English actors, Tubby Edlin and Alf Goddard. This is a rather fantastic story of a soldier who by rubbing the buttons of his uniform can summon the Djinn who was the slave of Aladdin's lamp.

IMPERIAL — Manager H. V. Knevels — A weird mystery melodrama, "The Cat Creeps," a Universal film with many hair-raising thrills. It is the story of a young girl who inherits a fortune, and the home of an eccentric man who has been dead for twenty years. The house is full of secret panels and passages, and the gruesome scenes are very realistic. The picture is very well photographed.

SHEA'S — Manager Jerry Shea — "Top Speed," a First National Picture featuring Joe E. Brown, who is responsible for most of the laughs in this hilarious comedy. The picture is a sure-fire hit with plenty of romance. The production is ably directed by Mervyn Le Roy.

Novel Benefit Alhambra

Mr. William McKnight, manager of the Alhambra Theatre, Bloor St., Toronto, Ont., is giving his theatre for a benefit performance in the interest of the Neighborhood Workers' Association. The film is being donated, and the workers in the theatre are giving their services gratis. The admission will be foodstuffs, such as vegetables, etc., which will be handed over to the Hillcrest office of the Neighborhood Workers' Association.

Northern Electric Install Equipment for Hard of Hearing in Canada

The first equipment for the hard of hearing to be put in a Canadian theatre is now being installed by the Northern Eelectric Co. in the Strand Theatre, St. John, N.B. Mr. F. G. Spencer deserves credit for pioneering this new device which makes it possible for those who suffer a loss of hearing to enjoy sound pictures.

Stanley Theatre Vancouver Opened

The Stanley Theatre, Granville, Vancouver, B.C., was opened on December 15th, 1930, with a record attendance. This theatre is equipped with the new model Pacent Reproducer, and has a seating capacity of fifteen hundred.

The Members

of the

Canadian Film Boards of Trade

Extend to Exhibitors

throughout Canada

Their Best Wishes for a Joyous Christmas

and

Prosperous New Year.

MARITIME FILM BOARD OF TRADE **Capitol Theatre, St. John**	**Alice Fairweather,** Secretary.
MONTREAL FILM BOARD OF TRADE **5975 Monkland Avenue**	**Clare Sullivan,** Secretary.
TORONTO FILM BOARD OF TRADE **1909 Metropolitan Bldg.**	**G. O. Burnett,** Secretary.
WINNIPEG FILM BOARD OF TRADE **601 Canada Building**	**Leone Matthews,** Secretary.
CALGARY FILM BOARD OF TRADE **900 Lancaster Building**	**J. A. H. Millican,** Secretary.
VANCOUVER FILM BOARD OF TRADE **1019 Vancouver Block**	**Viola Montgomery,** Secretary.

Quality Equipment

Built Canada's Finest Motion Picture Supply Store

Simplex Machines

The leading Projector for twenty-five years.

All Sound Systems were designed for use with Simplex Projectors.

Standard and Super Simplex Machines in stock for immediate shipment.

Simplex Rear Shutters for all types of Simplex Machines.

Transverters

Transverters are built complete in one factory. And their construction is under the most rigid inspection throughout. Their design, the extreme care used in their manufacture, the thoroughness of our tests all combine to make the Transverter the motor generator masterpiece of the age.

So generally is this recognized that there are more Transverters in use than all other makes combined.

Every requirement from the smallest Mirror Arc to the largest de luxe installation is met.

Morelite Reflector Lamps

The greatest Reflector Arc-Lamp on the market. Built for highest efficiency! Of sturdiest construction! Short Circular Lamphouse. Full 16-inch Carbon-Trim. Noiseless in Operation. Beautifully simple. Simply beautiful. Elliptical Super-Morelite Reflector of 8½-inch diameter throws brightest illumination possible, equally distributed over the entire screen.

Replete with new, exclusive features of proven value.

Ten years in advance of other types.

Ask your dealer for free demonstration in your own theatre.

150 in use in Canadian theatres.

Walker Sound Screens

The advent of Sound Pictures has brought with it many revolutionary changes in motion picture theatres. And this is especially true of the Screen. It is now well known that next to the sound-reproducing apparatus itself, the most important adjunct to good results is the use of a screen that permits transmission of sound without the sacrifice of light for the picture.

Walker Sound Screens are used in all Publix — R.K.O. — Fox Theatres — enough said — buy the best — buy Walker.

Ilex Lens

Exhibitors everywhere praise the Ilex Lens because of its facility to exactly portray enlarged images of the phantom or magnascope type. The Ilex is used on an enlarged screen when showing special features or news events. Ilex Projection Lenses of short focal lengths are specially recommended for enlarged pictures of the magnoscope type because of their great covering power. The projected images are clean cut and brilliant with excellent definition.

Far in advance in the field of Projection Lenses goes the new Ilex F:2.5. This unusual speed is maintained throughout all focal lengths.

Perkins Electric Company Limited

2027 Bleury Street
MONTREAL, QUE.

277 Victoria Street
TORONTO, ONT.

WRITE FOR OUR LATEST PRICE LIST

QUALITY AT MONEY SAVING PRICES

Here's Clair Hague,
And there are you,
Christmas brings us together,
For in wishing you,
All that is good in the coming year
I fill your Christmas and my own
With much good-will, and cheer.

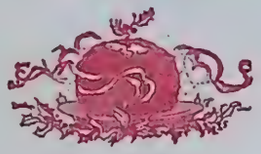
CLAIR HAGUE,
Canadian Universal Films Ltd.

Since Christmas comes but once a year,
Let's make it full of hope and cheer,
We wish you all you wish yourself,
Health first, and then prosperity,
Which doubles well your wealth.

HENRY NATHANSON.
Regal Films Limited.

The Season's best to you,
And you and you,
There's room enough for everyone,
To come and get his blessings
For a Merry Christmas,
And the best kind of a year.

JULES BERNSTEIN,
Loew's Theatre, Toronto.



EXHIBITORS
CO-OPERATIVE
of Canada, Limited
Wishes its friends a
Merry Christmas
and a
Prosperous New Year.

Christmas Greetings
To Every One.

TOM BRADY,
Pathe Exchange Inc.

There are five things I wish for you,
Health and wealth, peace and content,
And the Joy of Giving!
Such gifts make Christmas merry,
And 1931, a year rich with blessings.

H. J. O'CONNOR,
Regal Films Limited.

May we take this opportunity
Of thanking the Exhibitors of Canada
For their confidence in us
To serve them,
Always, "Courtesy with Service"
Shall be our motto.

A Merry Christmas and a Happy New Year

Coleman Electric Company

258 VICTORIA STREET - - - TORONTO, ONTARIO

Show Business

(*Special to Digest from Ottawa*)

Although "Hell's Angels" has been barred from the screens of Ontario theatres by the censors, the Quebec Board of Moving Picture Censors have not followed the precedent of the Ontario, the United Aristists' production having been passed for showing in Quebec Province. First Canadian run has been booked by Manager Joe Lightstone for the Princess, Montreal, starting Christmas week and the engagement is unlimited. The Ontario Board refused approval on the ground that the picture was a reflection upon the morals of Royal Canadian Air Force personnel.

A conflict of views has resulted in the closing of the theatre at Weyburn, Sask., which was one of the first in the Prairie Province to be wired. English-speaking residents quit going to the theatre because they did not like the foreign accent of some screen stars. Local foreigners thought George Arliss, Ruth Chatterton and H. B. Warner were awful. The theatre will re-open with silent films after the New Year, if possible.

When Manager Ernie Smithies of the Capitol Theatre, Kingston, Ontario, conducted an "Old Clothes Matinee" for the benefit of local unemployed, one boy was so anxious to do his bit — and see the show — that he took the family washing which had just been delivered to the house by the laundry. The bundle was salvaged from the big pile in the lobby by a rescue squad. Eight automobiles and two trucks were necessary for the carting of the clothes from the theatre to the welfare bureau after the show, which also netted big space in the Kingston Whig-Standard for Manager Smithies.

The newspapers of Winnipeg, Manitoba, have followed the lead of other Canadian dailies in accepting radio programs only as paid advertising, the so-called radio departments being discontinued because of competition with the theatres which do substantial display advertising. The Star-Phoenix of Saskatoon, Sask., has eliminated its radio department altogether as have the three Vancouver, B. C., dailies.

The service clubs of Ottawa, Ontario, combined in the staging of a special midnight benefit performance at the Regent Theatre on December 12, the proceeds being turned over to the families of unemployed workmen. Manager T. R. Tubman secured "Dangerous Nan McGrew" as a special feature for the occasion and donated the use of the theatre. The Mayor of Ottawa delivered an appropriate address.

The first break of the year in theatre admission prices took place at the Imperial Theatre, Ottawa, on December 13, when a 10-cent reduction was made, the top price being 50c. The current attraction was "East is West."

Following the resumption of direct management of Shea's Hippodrome, Toronto, by Jerry Shea, veteran Toronto showman, the house has reverted to the title of Shea's Theatre in all advertising and exploitation. Clair Appel, former manager, has been promoted by Famous Players Canadian Corporation to its head office to supervise the advertising for leading local houses of the Famous Players' chain.

French features are having quite a vogue in Montreal. At the Palace Theatre, Manager George Rotsky used "Toute Sa Vie" for a special midnight pre-view performance of "Morocco"' were invited to wait over for the extra show without additional charge.

Manager Charles Lalumiere of the Roxy Theatre presented the Paramount French version of "The Doctor's Secret" as a regular first run attraction during the week starting December 13. In recent weeks the Roxy has presented English, German, French and United States productions with fair success.

To build up a weak night, Manager J. C. Adams of Loew's Theatre, Montreal, has added a "Nut Club" feature to the regular show on Friday evenings, this being a combination of amateur night and extra vaudeville turns. He calls it "Two Big Shows in One" and the admission scale remains the same.

Manager J. R. Minhinnick made a special bid for juvenile patronage at the Grand Theatre, London, Ont., with the approach of the Christmas holidays, and got them back to the theatre in considerable number. For the week preceding the holidays he booked a program comprising "The Big Trail" and the serial "The Indians are Coming." On top of this, he established a regular admission price of 15c anytime afternoon or evening for those under 15 years of age.

(*Special to Digest from Winnipeg*)

Plainer sailing now appears ahead for the new movie theatre being erected on Academy Road, Winnipeg, by the Allied Amusements, Ltd., independent theatre operators; and as to which there has been months of debate on the question as to whether the theatre should be allowed to extend to the fourth lot back from Academy Road. The cost will be $150,000.

A reasonable majority of the residents have now approved the larger project, and a permit was issued December 10 for a building on the four lots. The company, in return, agrees to provide a parking space at the south-east corner of Academy Road and Waterloo St.; and to leave a seven-foot strip on the south side of the theatre.

Under existing by-laws the company must set back seven feet on Academy Road and seven feet on Oak St. It undertakes to make the theatre architecturally attractive on the sides and front. Use of the fourth lot will also increase largely the seating accommodation, it is stated. The theatre is to be built in Winnipeg's best residence district.

Round About the Studios

Lovely Gertie Messenger appearing in Hal Roach - Metro-Goldwyn-Mayer Boy Friend comedies, will be seen next in "Love Fever."

Lily Damita has begun work at the Metro-Goldwyn-Mayer studio in a French dialogue version of "Let Us Be Gay," in which Norma Shearer was starred last season.

Adolphe Menjou is playing opposite Miss Damita in the French adaptation of this picture, which Andre Luguet is directing.

The cast includes Lya Lys, Mona Goya, Marcelle Corday and Tania Fedor.

"Big Money," Eddie Quillan's latest Pathe vehicle now on Broadway, marks the reunion of Quillan and Robert Armstrong, following their appearance together in "Show Folks," one of Eddie's first Pathe vehicles. In "Show Folks," Armstrong portrayed the "heavy" while in the present production, he is seen as Eddie Quillan's best pal. Others in the large cast in "Big Money" are Jimmie Gleason, Miriam Seegar, Margaret Livingston, Robert Edeson and Dorothy Christy.

A unique tribute to Ramon Novarro's latest and most notable role on the talking screen was paid the star last week when, during the filming of the French production of "The Singer of Seville," production halted while members of the staff presented him with a silver statue of "Pagliacci" on a marble pedestal.

Novarro sang the arioso from Pagliacci in the opera sequences of the picture, filmed in English as "Call of the Flesh" and in Spanish as "Sevillia di mis Amores."

Jack Holt has been signed to depict the leading masculine role in "The Last Parade," Columbia Pictures' thrilling action drama of the modern racketeer. This de Luxe Special will be Holt's first production after shooting is completed on "Dirigible," in which he is co-featured with his famous screen buddy, Ralph Graves. Erle C. Kenton will direct Holt's new vehicle, with Constance Cummings in the feminine lead.

Pat Somerset, Ronald Goetz and Ian MacLaren have been signed for featured parts in "Squadrons," Fox film. The picture, based on a play by Elliott White Springs and Albert E. Thomas, has Chas. Farrell and Elissa Landi in the leading roles. Alfred Santell will direct.

Jean Harlow, the slinky siren of "Hell's Angels," is now a member of the junior league of United Artists, by virtue of her long-term contract with Howard Hughes, and at the moment she is working opposite Wallace Beery in "The Secret Six."

The indefatigable Monty Banks started work to-day on yet another comedy for British International. This is another Leslie Fuller featurette entitled "Show A Leg," and is all about "Rookies." Apart from Leslie Fuller there is Molly Lamont, Franklyn Silver, Kid Lewis and Alf Goddard.

Some good fun should ensue from this cast and it is just as well Monty has an amiable temperament otherwise there might be a few "knockouts."

"Show A Leg" will be Monty's sixteenth comedy production this year.

A third girl, Joyce Compton, has been assigned to a featured feminine part in "Three Girls Lost," Fox Films production for which Sidney Lanfield, director, obtained authentic background by spending several weeks in Chicago. The two girls previously selected are Virginia Cherrill and Loretta Young.

Streets, buildings and skyline vistas to be found in the Windy City have been reproduced in tremendous sets made for the picture.

Leni Stengel, continental chanteuse and one of the few sirens gracing the talking screen today, has been assigned to the Radio Pictures' cast of "Assorted Nuts," a film howl containing such frolicking filberts as Bert Wheeler, Robert Woolsey, Dorothy Lee, Edna May Oliver and Stanley Fields. Rehearsals are already under way under the direction of Edward Cline who recently completed "Hook, Line and Sinker" for Radio Pictures.

Constance Bennett and Basil Rathbone in romantic scene of Pathe's "Sin Takes a Holiday," a current box-office hit in the United States.

Paul Porcasi, Italian opera singer who is turning his linguistic talents to the talkies, has been signed by Metro-Goldwyn-Mayer for the role of the underworld lawyer in "Gentleman's Fate," John Gilbert's new starring vehicle.

Sidney Fox, who arrived at Universal City last week fresh from Broadway triumphs in "Lost Sheep," was snapped up instantly by Hobart Henley for the lead in "Gambling Daughters," the Booth Tarkington story upon which he will start production soon.

Terry Ramsaye has delved deep into the Pathe film vaults to revive "The Fatal Sneeze," an English comedy of quarter of a century ago, for early presentation as a featurette in Pathe Audio Review. "The Fatal Sneeze" is a typical Chase comedy of the early days and according to Historian Ramsaye, Edison's first close-up of a sneeze recorded in New Jersey preceded this English comedy by some years.

Jackie Cooper and Mary Ann Jackson, members of Hal Roach - Metro-Goldwyn-Mayer "Our Gang." Their latest comedy is titled "Love Business."

Three Aces for a Full House!

Eddie Quillan, Robert Armstrong, Jimmie Gleason

In a Novel Comedy Drama

BIG MONEY

A Vibrant Picture Filled with Suspense, Thrills, Fast Action and Hearty Laughs.

"Big Money" is a comedy slant on the gangster pictures that are so popular nowadays, but its poignant love romance, coupled with tense dramatic action, and its exquisite comedy, places it in a class all its own. In every sense of the term, "Big Money" is a box office attraction of wondrous power and appeal.

Distributed in Canada by Regal Films Limited

On Behalf of the Company
and its Entire Staff of
Employees

Regal Films Limited

Extends to Every Exhibitor
in Canada the

Compliments of the Season

May the New Year Prove
the Happiest and Most
Prosperous You and Yours
Have Ever Known.